

**CONTRACT CONCEPTS
FISCAL YEAR 1997-98****Concept Number: 27-WPM-RMDZ****Requesting Party:** Recycling Business Assistance Branch**Amount:** \$120,000**Fund:** RMDZ**Primary Staff Contact:** Raffy Kouyoumdjian 255-2614

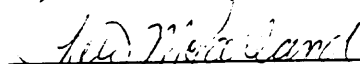
Description: This contract proposes to conduct up to four investment forums for California recycling-based manufacturing businesses. The US Environmental Protection Agency (EPA) has indicated the availability of grant monies for Region IX to conduct such investment forums. US EPA will be an appropriate partner in this endeavor due to their prior experience in conducting similar investment forums in other states and their expertise in identifying a suitable consultant/contractor to conduct these forums. Board staff is working with US EPA staff to formalize an agreement to obtain grant funding to maximize the effectiveness of these investment forums. Initially, two forums will be conducted, one in Northern California and one in Southern California. Following a successful evaluation of these first two, two additional forums will be planned. The goal is to bring investment bankers, venture capitalists, and financial institutions to meet with businesses that are in need of financing. The forums will include discussions on the special financing needs that recycling businesses have and what financial institutions, banks, and venture capitalists can offer to assist these businesses.

Supports Board Mandate: This contract would support the Board's market development efforts and the diversion mandates of AB 939.

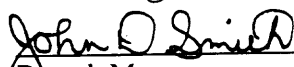
History: Staff have been implementing the RMDZ program's two year marketing strategy approved by the Board in May 1996. Several of the marketing strategy's tasks have been completed and others are in the process of being undertaken. In order to receive input from the RMDZs and interested parties on how to market the RMDZ program, staff sent out a letter seeking contract concepts. There were three responses in total.

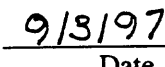
Benefit to the Board: The contract will help get the word out to the financial community regarding the Board's programs, specifically the RMDZ program.

Budget Process: The \$120,000 budget was estimated on paying the contractor \$75.00 per hour for 800 hours to recruit businesses, financial institutions, bankers, and venture capitalists to the investment forums. This will include identifying locations, contracting for facilities and equipment. Developing presentation materials, printing, and mailing of such. Travel for contractor and other expenses pertaining for completing the project.

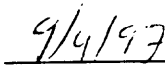

Division Liaison


Date


Branch Manager


Date


Deputy Director


Date